

Rep Order# 6809444 Ver# 3 Status Revised

Traffic Order# 168774

Printed: 08/09/2012 9:24 AM
Last Received: 08/09/2012 9:07 AM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV LINES 11 & 12
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*11			09/16-09/16	0	\$0.00	:30	0	SU	11A-2P	0	\$1,200.00
Buyline Comment: FOX NFL											
Sales Remark: V3 CNX SPOT											
V3 Comment Changed, Spots/week Changed											
*12			09/16-09/16	1	\$4,000.00	:30	2	SU	215P-530P	2	\$2,000.00
Buyline Comment: DALLAS GAME											
Sales Remark: V3 REV RATE, PROGRAM											
V3 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 2 / \$4,000.00

---SALES MONTHLY TOTALS---

Sep 12: 20 / \$7,950.00

Sales Totals: 20 / \$7,950.00

Station Totals: 20 / \$7,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$113,571

CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
KOB	26%	KRQE	32%	KWBQ	0%				

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---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES BASED ON ALL 8 SCHEDULES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6809444 Ver# 2 Status Returned Traffic Order# 168774

Printed: 05/31/2012 2:52 PM
Last Received: 04/12/2012 12:20 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE LINES 11 AND 12. NOW THAT NFL SCHEDULE IS OUT, THERE IS
NO GAME 11AM 9/16 LINE 11. USE MONEY FROM THAT PREEMPT
TO GET LINE 12 ON CARD AT RATE THAT WILL CLEAR - \$2,000 EACH
DALLAS GAME 2P 9/16.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*11			09/16-09/16	1	\$1,200.00	:30	1	SU	11A-2P	1	\$1,200.00
Buyline Comment: FOX NFL											
Station Remark: V2 NO 11A NFL GM ON FOX 9/16. USE \$ TO GET LINE 12 ON CARD											
FOR DALLAS GAME AIRING 2P 9/16. SEE LINE 12											
*12			09/16-09/16	1	\$2,800.00	:30	2	SU	215P-530P	2	\$1,400.00
Buyline Comment: FOX NFL GAME 2											
Station Remark: V2 NA 2X AT \$1400 9/16. THIS HAS BEEN ASSIGEND AS A DALLAS											
GAME RATE NEEDED: \$2000 EACH. USE \$1200 LINE 11 P											

---REPORT TOTALS---

Report Totals: 3 / \$4,000.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$7,950.00
Sales Totals: 21 / \$7,950.00
Station Totals: 21 / \$7,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$113,571

CABL 0%

KASA 7%

KASY 0%

KLUZ 0%

KOAT 35%

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KOB 26% KRQE 32% KWBQ 0%

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES BASED ON ALL 8 SCHEDULES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 09/12/12-09/18/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/NRSC

Agency: Strategic Media Services

Line: 1

Time Period: 8a-9a

168774	06809444	09/14/12	:30	P4	8:09:07 AM	NRSC 2012			\$35.00
168774	06809444	09/12/12	:30	P4	8:20:39 AM	NRSC 2012			\$35.00
168774	06809444	09/13/12	:30	P4	8:42:43 AM	NRSC 2012			\$35.00

\$105.00

\$105.00

Line: 2

Time Period: 8a-9a

168774	06809444	09/18/12	:30	P4	8:57:55 AM	NRSC 2012			\$35.00
168774	06809444	09/17/12	:30	P4	8:09:07 AM	NRSC 2012			\$35.00

\$70.00

\$70.00

Line: 3

Time Period: 5p-530p

168774	06809444	09/17/12	:30	P4	5:22:54 PM	NRSC 2012			\$125.00
168774	06809444	09/18/12	:30	P4	5:14:26 PM	NRSC 2012			\$125.00

\$250.00

\$250.00

Line: 4

Time Period: 5p-530p

168774	06809444	09/12/12	:30	P4	5:07:03 PM	NRSC 2012			\$125.00
168774	06809444	09/14/12	:30	P4	5:06:28 PM	NRSC 2012			\$125.00
168774	06809444	09/13/12	:30	P4	5:22:54 PM	NRSC 2012			\$125.00

\$375.00

\$375.00

Line: 5

Time Period: 9p-930p

168774	06809444	09/12/12	:30	P4	9:08:11 PM	NRSC 2012			\$500.00
168774	06809444	09/14/12	:30	P4	9:16:12 PM	NRSC 2012			\$500.00

\$1,000.00

\$1,000.00

Line: 6

Time Period: 9p-930p

168774	06809444	09/18/12	:30	P4	9:16:12 PM	NRSC 2012			\$500.00
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\$500.00

\$500.00

Line: 7

Time Period: 930p-10p

168774	06809444	09/13/12	:30	P4	9:46:12 PM	NRSC 2012			\$400.00
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\$400.00

\$400.00

Line: 8

Time Period: 930p-10p

168774	06809444	09/17/12	:30	P4	9:46:27 PM	NRSC 2012			\$400.00
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\$400.00

\$400.00

Line: 9

Time Period: 9p-930p

168774	06809444	09/15/12	:30	P4	9:16:35 PM	NRSC 2012			\$350.00
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\$350.00

\$350.00

Line: 10

Time Period: 8a-9a

[Sorted by: Line]

Spot Manager: All, 09/12/12-09/18/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/NRSC									
Agency: Strategic Media Services									
Line: 10									
Time Period: 8a-9a									
168774	06809444		09/16/12	:30	P4	8:59:05 AM	NRSC 2012		\$150.00
									\$150.00
									\$150.00
Line: 12									
Time Period: (2:15:00 PM-5:30:00 PM)									
168774	06809444		09/16/12	:30	P4		NRSC 2012		\$2,000.00
168774	06809444		09/16/12	:30	P4		NRSC 2012		\$2,000.00
									\$4,000.00
									\$4,000.00
Line: 13									
Time Period: 930p-10p									
168774	06809444		09/16/12	:30	P4	9:37:11 PM	NRSC 2012		\$350.00
									\$350.00
									\$350.00
									\$7,950.00
									\$7,950.00
									\$7,950.00
									\$7,950.00
									\$7,950.00

[Sorted by: Line]

ORDER



KASA

Orders
Order / Rev: 168774
Alt Order #: 06809444
Product Desc: NRSC 2012
Estimate:
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 04/13/12 / 04/13/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/NRSC
Demographic: A35+
Product Codes: PL2
Priority: P4
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN11305
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	21	\$7,950.00	\$6,757.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$7,950.00	\$6,757.50	0.00
Totals	21	\$7,950.00	\$6,757.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
KASA	7%	\$7,950.00
Market	100%	\$113,571.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASY	0%	\$0.00
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	35%	\$39,750.00
KOB	0%	\$0.00
KOBF	26%	\$29,528.57
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KROE	32%	\$36,342.86
KWBO	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KASA	09/12/12	09/14/12	M-F 8-9a M-F 8-9a	CM	8a-9a	--WTF--	:30	3	\$35.00	P4	0.00	NM	3	\$105.00
NM STYLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3			\$35.00		0.00			
E 2	KASA	09/17/12	09/18/12		CM	8a-9a	MT-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00

Totals	21	\$7,950.00
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Rep Order# 6809444 Ver# 1 Status New
EC'd Yes

Traffic Order#

1687724

Printed: 04/12/2012 12:19 PM
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Showing Buylines: All Lines

1 of 3

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Hiatus Weeks

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Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

4/12/12

--- CONTRACT COMMENT ---
SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		Buyline Comment: NM STYLE	09/12-09/14	1	\$105.00	:30	3	W-F	8A-9A	3	\$35.00
2		Buyline Comment: NM STYLE	09/17-09/18	1	\$70.00	:30	2	M-TU	8A-9A	2	\$35.00
3		Buyline Comment: EXTRA	09/17-09/18	1	\$250.00	:30	2	M-TU	5P-530P	2	\$125.00
4		Buyline Comment: EXTRA	09/12-09/14	1	\$375.00	:30	3	W-F	5P-530P	3	\$125.00
5		Buyline Comment: NEWS	09/12-09/14	1	\$1,000.00	:30	2	W,F	9P-930P	2	\$500.00
6		Buyline Comment: NEWS	09/18-09/18	1	\$500.00	:30	1	TU	9P-930P	1	\$500.00
7		Buyline Comment: NEWS	09/13-09/13	1	\$400.00	:30	1	TH	930P-10P	1	\$400.00
8		Buyline Comment: NEWS	09/17-09/17	1	\$400.00	:30	1	M	930P-10P	1	\$400.00
9		Buyline Comment: NEWS	09/15-09/15	1	\$350.00	:30	1	SA	9P-930P	1	\$350.00
10		Buyline Comment: FOX NEWS	09/16-09/16	1	\$150.00	:30	1	SU	8A-9A	1	\$150.00

Station	KASA-TV ALBUQUERQUE, NM.	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	() PHILADELPHIA
Advertiser	() NRSC		3299 K STREET NW SUITE #200	Sales Office	() AMY MCCREARY
Product	NRSC 2012		WASHINGTON, DC 20007	Salesperson	
Estimate#					
Buyer	NEIL WILLIAMS	Agency C/P1/P2/E	09/12/2012 - 09/18/2012	Salesperson Phone#	215-568-6540
Phone#		Flight Dates		Salesperson FAX#	215-568-1845
Fax#		Hiatus Weeks			

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		Buyline Comment: FOX NFL	09/16-09/16	1	\$1,200.00	:30	1	SU	11A-2P	1	\$1,200.00
12		Buyline Comment: FOX NFL GAME 2	09/16-09/16	1	\$2,800.00	:30	2	SU	215P-530P	2	\$1,400.00
13		Buyline Comment: NEWS	09/16-09/16	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00

---REPORT TOTALS---

Report Totals: 21 / \$7,950.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$7,950.00

Sales Totals: 21 / \$7,950.00

Station Totals: 21 / \$7,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$113,571
CABL 0%	KASA 7%
KOB 26%	KRQE 32%
	KASY 0%
	KWBQ 0%
	KLUZ 0%
	KOAT 35%

---COMPETITIVE COMMENTS---

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EST SHARES BASED ON ALL 8 SCHEDULES

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Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Neil Williams

do hereby request station time concerning the following issue:

National Republican Senatorial Committee
(NRSC)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: NRSC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NRSC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:



☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

 _____ Date	 _____ Signature	202-337-5700 _____ Contact Phone Number
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

_____ Signature	_____ Printed Name	_____ Title
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